

Consider This.... Before You Light Up:

An evaluation of a mass
media campaign to inform
Montanans about the
link between tobacco
smoke and asthma

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Introduction

- Tobacco smoke is a serious trigger of asthma
- 17% of the general public smokes tobacco in Montana
- 23% of adults with asthma report also smoking tobacco
- Nearly half of American Indians smoke tobacco
- 36% of Medicaid recipients smoke tobacco

Introduction

- Develop a campaign to address asthma and tobacco smoke
- Partners:
 - Montana Asthma Control Program
 - Carlene Gandra
 - Montana Tobacco Use Prevention Program
 - Montana Medicaid Program
 - The Arnold Agency

Materials

- Mailer
- Billboards
- Radio Ads
- Newspaper Ads
- Window Clings
- Letter from DPHHS Director

Consider This...

BEFORE YOU LIGHT UP

Secondhand smoke causes asthma attacks.

You know smoking isn't good for you, but you may not know how bad it is for your children.

To protect your children, use these magnets and window clings to let everyone know that you have a tobacco free home and car.

SECONDHAND SMOKE:

- Comes from lit cigarettes, cigars and pipes.¹
- Is breathed out by a smoker.¹
- Has more than 4,000 dangerous chemicals and poisons.³

SECONDHAND SMOKE HURTS YOUR CHILDREN.

- It causes ear infections, which can get so bad that they require surgery.³

Smoking children get coughs, pneumonia more often.³
Asthma have more asthma attacks.³

Have seen the pain it causes. Help them by not smoke. If your child doesn't have asthma, smoke could give them asthma.²



<http://www.epa.gov/asthma/shs.html>
managing_asthma/triggers/smoking_asthma.html
in English, http://makesmokinghistory.org/uploads/section_tobacco%20fact%20sheet-English.pdf
tion, <http://www.odc.gov/asthma/facts.htm>



The Montana Tobacco Quit Line has free tools to help you quit:

- FREE nicotine replacement therapy
- FREE telephone coaching
- FREE personalized quit plans
- Reduced-cost cessation medications

Your children provide the motivation. We will provide the help.

For FREE HELP, call the Montana Tobacco Quit Line:

1-800-QUIT-NOW
1-800-784-8669

MONTANA TOBACCO
QUIT LINE
1-800-QUIT-NOW
1-800-784-8669



This is a
**TOBACCO
FREE
HOME**



1-800-QUIT-NOW
1-800-784-8669



Evaluation Methods

- Identify evaluation questions
- Track number of mailings sent and returned
- Request Quit Line data
- Request distribution data

Evaluation Methods

Intended Outcomes

- Reach the same or more people as an MTUPP campaign
- 90% mailings successfully delivered
- Increase the number of people with asthma who call the quit line by 15%
- Increase by 5% the calls among people who have Medicaid from baseline
- Increase by 5% the number of AI who call the Quit Line
- Newspaper ads distributed on every AI reservation
- Set baseline for number of people living with a person with asthma who call the quit line

Intended Impacts

- Increase the number of smoke free homes and cars in the state
- Reduce exposure to second hand smoke among people with asthma
- Increase the number of people who quit smoking among people who have asthma or live with people with asthma

Evaluation Methods

- Split Quit Line data into three periods
 - Pre, during, post campaign




- Analyze changes in calls over time

Results




- 7,980 mailings
 - 9% were returned
- 14,521,860 billboard impressions
- 58,333,500 radio impressions
- Ads placed in 12 newspapers
 - Ran once a week for 8 weeks

50 Mile Radius Coverage of ETS Media Campaign Billboards, Montana, 2010

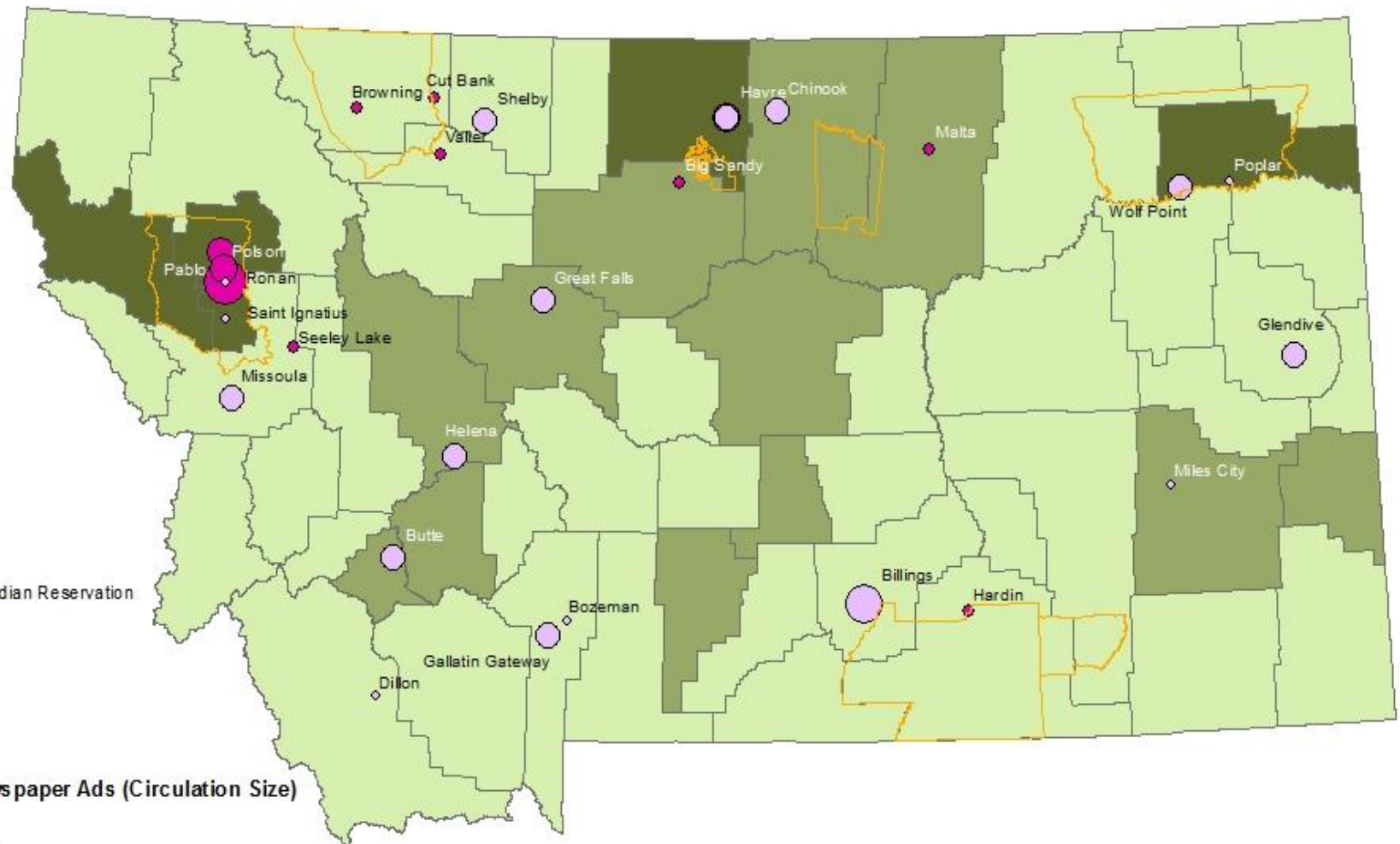


 American Indian Reservation

Billboards

-  1
-  2-3
-  4-7

Number of Newspapers and Billboards with ETS Campaign and Percent Change in Quit Line Calls from Pre Campaign and During the Campaign by County, 2010, Montana



American Indian Reservation

Billboards

- 1
- 2-3
- 4-7

Cities with Newspaper Ads (Circulation Size)

- 492 - 2201
- 2202 - 4545
- 4546 - 7800

Percent change in Quit Line calls

- 100.0 - 0.0
- 0.1 - 100.0
- 100.1 - 415.0

Percent of callers to the Quit Line before, during, and after the MACP media campaign

	4/13/2010-6/13/2010		6/14/2010-8/31/2010		9/1/2010-10/31/2010	
Caller type	Pre (Period 1)	%	During (Period 2)	%	Post (Period 3)	%
Person with Asthma	108	12.1	131	13.0	106	13.3
Live w/person w/asthma	N/A	N/A	120*	11.9	211	26.5
American Indian	40	4.5	42	4.2	41	5.2
Medicaid Participant	76	8.5	94	9.3	65	8.2
Has child at home	355	39.8	412	40.8	303	38.1
Total	891	100.0	1009	100.0	796	100.0

*Data did not start to be collected until 7/22/2010

Percent of callers with asthma who called the Quit Line before, during, and after the MACP media campaign

	4/13/2010-6/13/2010		6/14/2010-8/31/2010		9/1/2010-10/31/2010		Total (Row)
Characteristic	Pre (Period 1)	Col%	During (Period 2)	Col %	Post (Period 3)	Col%	
Gender							
Male	22	20	41	31	29	27	92
Female	86	80	89	68	77	73	252
Race							
American Indian/Other	10	9	11	8	12	11	33
White	98	91	119	92	94	89	311
Age							
Less than 20	1	1	4	3	2	2	7
20-29	24	22	29	22	23	22	76
30-39	25	23	24	18	23	22	72
40-49	27	25	33	25	24	23	84
50-59	19	18	22	17	19	18	60
60+	12	11	19	15	15	14	46

Discussion

- Success
 - Developed professional materials
 - Access to Quit Line data, new question
 - Slight increase in calls in some targeted groups
- Areas for improvement
 - Request data from Quit Line early
 - More rigorous investigation

Limitations

- Multiple campaigns running prior, during, and after this campaign
- Most people indicated they heard about the Quit Line from their medical provider
- Long delay in adding 'live with someone with asthma' question to the intake of the Quit Line
- Length of display of billboards and placement

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BEFORE YOU LIGHT UP

MONTANA TOBACCO

Secondhand smoke
causes asthma attacks.



QUIT
LINE

1-800-QUIT-NOW

MONTANA
ASTHMA CONTROL PROGRAM

MONTANA
Department of Public Health & Human Services

25154N

YESCO.

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QUIT
LINE **1-800-QUIT-NOW**



Questions?